



# Eat for Health

It's All About You  
and Your Family, Too!



Welcome to the Missouri Nutrition Network's *Eat for Health* campaign to shape healthful eating habits of Missourians with limited resources! The campaign's long-term objective is to increase the number of food-stamp eligible families with children who fix healthful meals and snacks by:

- Increasing intake of fruits and vegetables.
- Preparing meals using low-fat methods.
- Increasing intake of grain foods.

We'll do this by focusing on three core messages designed to help the target audience change their attitude about the barriers that keep them from maintaining a more healthful diet, *and* change their behavior to overcome these perceived barriers. They are:

- Fixing **healthful meals** and **snacks** is an **achievable starting point** for improving your family's overall health.
- Healthful dinners and snacks can be **convenient**.
- Healthful dinners and snacks can be **affordable**.

## How To Use This Tool Kit

Inside, you will find the following materials and ideas you can use to help communicate the campaign messages:

- **2003 Event Time Line.** Campaign materials can be used anytime of the year. Coordinating local activities with the statewide campaign event timeline will maximize the impact by transmitting messages frequently through multiple channels.
- **Action Messages.** "Hints for Health," "Grab More Grains," "Eat 5-A-Day," "Bake, Broil, and Boil," "Make Eating Fun," and a new action message – "Keep Food Safe To Eat." Photocopy and distribute as an insert in your newsletter or provide to your clients during seminars or one-on-one consultations.
- **Lesson plans.** 30-minute lessons designed to go with five of the six action messages. Feel free to adapt for your particular audience.
- **Sample press releases and radio public service announcements (PSA).** Replace the underlined word(s) with local contact information. One press release and radio PSA has been developed for each of the months of March, May, and June. Deliver the press releases and PSAs to local media in person.
- **Reproducible logo sheet.** Use on T-shirts, flyers, postcards, letters, banners, etc.
- **Menu cards.** Photocopy front and back, then cut in half. Distribute during seminars, one-on-one visits, or in other ways you may have to reach the target audience.
- ***Eat for Health* campaign poster.** Post where the target audience will see it!

# Local Campaign Activities

The *Eat for Health* Campaign materials are available on the Missouri Department of Health and Senior Services Web site at:

[www.dhss.mo.gov/mnn](http://www.dhss.mo.gov/mnn)

The Local Campaign Guidelines provide a step-by-step approach for communities to conduct activities in coordination with the statewide media campaign and are available upon request by calling 573-751-6183.

## Conduct a Supermarket Festival

Supermarket Festivals provide a forum to educate consumers where their decisions about food are being made. The Local Campaign Guidelines include the following:

- Description of Supermarket Festival activities
- Supermarket Festival planning time line
- Game card
- Sample correspondence
- Volunteer information
- Media alert
- Intercept survey

The intercept survey is an evaluation tool designed to measure shoppers' perceptions and opinions about food, nutrition, and the materials provided as they exit the supermarket. This tool will help provide feedback on the festival's visibility and effectiveness.

In addition to creating point-of-purchase displays, festival activities include the following:

**In-store game.** The in-store game encourages shoppers' participation at each of the three booths set up for the campaign action messages: "Grab More Grains", "Eat 5 A Day", "Bake Broil, and Boil." Give shoppers a game card as they enter the supermarket. Shoppers who visit a booth may have their cards stamped. Those shoppers who collect stamps at all three stations may register for a drawing. The grand prize could be a \$100 grocery gift certificate. Offer other prizes such as American Heart Association cookbooks and 5 A Day T-shirts for "instant winners."

**A chance to visit with nutritionists.** Have local nutritionists and dietitians available to answer shoppers' questions. Local groups can use the Supermarket Festival to distribute information about other programs and public health issues.

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Partial funding for this project comes from the United States Department of Agriculture Food Stamp Program (USDA-FSP) and the Missouri Department of Health and Senior Services (MDHSS).